Dkt: 2369.012US1

UNIVERSAL METHODS AND DEVICE FOR HAND-HELD PROMOTIONAL OPPORTUNITIES

REMARKS

This responds to the Office Action dated May 22, 2006.

Claims 26, 31, 49, 51 and 73 are amended and claims 50 and 53-72 are canceled without prejudice or disclaimer; as a result, claims 26, 27, 31, 49, 51, 52, 73-82 are now pending in this application.

§102 Rejection of the Claims

Claims 26, 27, 31, 49 and 52 were rejected under 35 U.S.C. § 102(b) for anticipation by Nemirofsky (U.S. Patent No. 5,953,047).

In response, Applicants have amended independent claim 26 to include the limitation from previously objected to claim 53 that the method comprise "calculating on the computer system a horizontal frequency of the monitor to determine how to broadcast auxiliary data" and independent claim 31 to include the limitation from previously objected to claim 50 that the light detection hardware of the card "comprise optical filters, a load resistor, a microprocessor trigger and a phototransistor".

Allowable Subject Matter

Claims 73-82 were allowed.

Claims 50, 51 and 53 were objected to as being dependent upon a rejected base claim, but were indicated to be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. As discussed above, Applicants have rewritten claims 53 and 50 in independent form by amending independent claims 26 and 31 respectively as noted above.

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Serial Number: 09/829.223

Filing Date: April 9, 2001

Title: UNIVERSAL METHODS AND DEVICE FOR HAND-HELD PROMOTIONAL OPPORTUNITIES

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's attorney 636-728-1187 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

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By their Representatives,

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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 22 day of August, 2006.

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